



MINI CHALLENGE



VERTU MINI CHALLENGE

Proudly supported by MINI UK

2023

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THE VERTU MINI CHALLENGE LISTENING TO COMPETITORS

Over the years, the Vertu MINI CHALLENGE has built a reputation for affordability, fairness and fun and benefits from being the only Championship to enjoy the support of MINI UK and from being televised live on ITV4 as a BTCC Support Series.

Last season the Vertu MINI CHALLENGE continued its history of listening to competitors, with a number of subtle, but important regulation changes to maintain stability and maximise equality; ensuring the best drivers have the opportunity to win.

For 2025, our Championship Support structure is being enhanced and revamped to deliver an even better experience for competitors.

Dedicated Technical and Sporting Managers are being appointed to provide assistance and guidance to competitors and contribute towards the successful and smooth running of the championship, thus helping us to maintain the highest standard of sporting integrity on and off track.

New for 2024 was the successful introduction of JCW Sport, designed to bridge the gap between the JCW and Cooper classes. Based on the existing F56 JCW, but with a few key changes to aid affordability and create its own performance window, the first season added another element of excitement to the series, with the championship battle going down to the very last race of the season before a winner was crowned.

With the added benefit of being able to convert the car into full JCW spec, JCW Sport provides a viable and tangible route onto the TOCA package, sharing the same calendar and grid as the JCW in supporting the BTCC at seven events.



This year the JCW class will continue as a key stepping-stone for drivers with their sights set on the BTCC, with the likes of Ant Whorton-Eales, James Gornall, Jack Mitchell, Ronan Pearson and Dan Zelos graduating from the Vertu MINI CHALLENGE into touring cars in recent seasons.

Graduates from the championship have also been successful elsewhere, winning races and battling for title glory in the likes of the Porsche Carrera Cup GB and Porsche Sprint Challenge, the British GT Championship and European GT4.

The Cooper Class provides close, fair racing at an entry level, benefitting with all rounds shown live on ITV4 or through online streaming. The championship will continue to make three appearances on the TOCA Package alongside the BTCC in 2025, at Brands Hatch, Thruxton and Donington Park. Whilst other calendar highlights include a return to Silverstone under the BRSCC banner, a second running of the Croft MINI Festival and the traditional season finale at Brands Hatch alongside the British Truck Racing Championship, on a weekend that includes a spectacular Bonfire Night Fireworks display - making it one of the biggest events on the schedule.

2025 will see the R50-based cars continue to be one of the fairest and most cost effective ways to go racing, whilst also offering competitors the highest profile exposure.

Budgets are kept under control through restrictions on testing and tyre use, as well as the widespread use of control parts in areas where any performance advantage could be gained. Competitors will also benefit from full championship parts support at every round.

The Vertu MINI CHALLENGE is 'The Place to Race'.



JCW CLASS

The **JCW CLASS** sits at the top of the **Vertu MINI CHALLENGE**, offering a specification that is closer to the BTCC cars it shares a stage with than any other single-make championship in the UK - but at a fraction of the cost.

Goodyear slick tyres, a Damico tuned 2-litre engine, Quaife sequential gearbox, three-way adjustable Nitron dampers and Alcon brakes ensure the **JCW Class** provides the perfect stepping stone to touring car racing while representing the 'Best of British'.

JCW CLASS SEASON ENTRY:

Full Season Entry including Test Day Entries: £17,950 + VAT

EARLYBIRD DISCOUNT:

Register and pay first stage payment by 29/11/24, with full entry paid by 01/02/25 to receive a £2,000 discount making the entry fee: £15,950 + VAT.

All prices plus VAT at the prevailing rate.

SPECIFICATION:

The 2025 JCW Class is arguably the nearest thing to a Touring Car you can buy, but at a fraction of the budget:

- Based on Gen 3 F56 MINI Hatch
- Reconditioned engine and ancillaries as new engines are not available due to original car specification changing
- Championship controlled Damico engine calibration
- Shell lightening programme
- Welded in cage with side impact strategy
- 2.0-litre turbo, 240-265BHP depending on application and fuel
- Bespoke specialist components motorsport ECU
- Forge intercooler, radiator & induction
- Scorpion stainless exhaust system
- Owen Developments spec turbo
- Engine oil cooler & rad cowl
- Quaife sequential gearbox
- TTV Lightweight flywheel
- TTV Motorsport clutch kit
- Quaife plated limited slip differential
- OBP pedal box with Alcon master cylinders
- OBP braided brake hoses
- Powerful Alcon brakes with floating rotors
- Mintex brake pads
- 3 way adjustable Nitron dampers
- Adjustable rear control arms
- Powerflex Black Series bushes
- Bespoke touring car inspired aero kit
- GRP dash
- Spring options
- Upated PAS ECU
- 17 inch Team Dynamics rims
- 235/17 slick and wet Goodyear tyres
- Cosworth full colour dash
- Weight c1180kg with driver



JCW CALENDAR

For 2025, the JCW Championship will once again run exclusively on the TOCA package for all seven race meetings, supporting the British Touring Car Championship and offering teams and drivers the opportunity to race in front of large crowds both on TV and trackside, with extensive media coverage.

26/27 April
DONINGTON PARK
NATIONAL



24/25 May
SNETTERTON
300



21/22 June
OULTON PARK
ISLAND



2/3 August
CROFT



16/17 August
KNOCKHILL



20/21 September
SILVERSTONE
NATIONAL



4/5 October
BRANDS HATCH
GP





JCW SPORT CLASS

The **JCW SPORT CLASS** sits between the Cooper and JCW classes as a clear stepping stone between the two. Designed to be easily upgraded to full JCW spec it is a more cost effective and approachable option to join the **Vertu MINI CHALLENGE** on the TOCA Package.

Goodyear slick tyres, a 225 BHP tuned 2-litre turbo charged engine, three-way adjustable Nitron dampers and powerful Alcon brakes ensure the **JCW SPORT Class** provides the perfect stepping stone from the Cooper Class to the JCW Class.

JCW SPORT CLASS SEASON ENTRY:

Full Season Entry including Test Day Entries: £15,950 + VAT

EARLYBIRD DISCOUNT:

Register and pay first stage payment by 29/11/24, with full entry paid by 01/02/25 to receive a £2,000 discount making the entry fee: £13,950 + VAT.

All prices plus VAT at the prevailing rate.

SPECIFICATION:

- Based on Gen 3 F56 MINI Hatch
- Reconditioned engine and ancillaries as new engines are not available due to original car specification changing
- Bespoke engine and turbo calibration
- Shell lightening programme
- Welded in cage with side impact strategy
- 2.0-litre turbo, 225BHP depending on application and fuel
- Bespoke specialist components motorsport ECU
- Forge intercooler, radiator & induction
- Scorpion stainless exhaust system
- Owen Developments spec turbo
- Engine oil cooler & rad cowl
- TTV Lightweight flywheel
- TTV Motorsport clutch kit
- Quaife ATB differential
- OBP pedal box with Alcon master cylinders
- OBP braided brake hoses
- Powerful Alcon brakes with floating rotors
- Mintex brake pads
- 3 way adjustable Nitron dampers
- Adjustable rear control arms
- Powerflex Black Series bushes
- Bespoke touring car inspired aero kit
- GRP dash
- 17 inch Team Dynamics rims
- 235/17 slick and wet Goodyear tyres
- Cosworth full colour dash
- Weight c1180kg with driver



JCW SPORT CALENDAR

For 2025, the JCW SPORT Championship will once again run alongside the JCW grid exclusively on the TOCA package for all seven race meetings, supporting the British Touring Car Championship and offering teams and drivers the opportunity to race in front of large crowds both on TV and trackside, with extensive media coverage.

26/27 April
DONINGTON PARK
NATIONAL



24/25 May
SNETTERTON
300



21/22 June
OULTON PARK
ISLAND



2/3 August
CROFT



16/17 August
KNOCKHILL



20/21 September
SILVERSTONE
NATIONAL



4/5 October
BRANDS HATCH
GP





COOPER CLASS

The **Cooper Class** is the first step on our championship ladder, but often produces the most exciting racing that the **Vertu MINI CHALLENGE** can offer.

The Cooper Class has made highly successful appearances on the BTCC calendar for a number of seasons, and will return to entertain fans at another three events on the highest stage in UK motorsport during the year ahead.

The entry level Cooper Class car uses a 130bhp 1.6-litre normally aspirated engine, six-speed manual gearbox and Goodyear slick and wet tyres, with the allocation of new tyres controlled throughout the season for cost control and competitive performance purposes.

In the interest of simplicity and keeping control of budgets, the adjustability of the cars is kept to a minimum. Modifications to toe, ride height, the single-way AST control dampers and optional Forge rear camber arms are all that is available, making the Cooper Class the ideal place for drivers to gain experience.

The car is suited to drivers of all ages and experience, whether that be drivers new to car racing, those with some karting experience, or those who simply want to enjoy the close, fair racing of the Vertu MINI CHALLENGE on a high profile stage, but with a tightly controlled budget.

SPECIFICATION:

- 130BHP 1.6 litre engine
- Championship controlled ECU calibration
- Bespoke engine calibration
- Single way adjustable AST dampers
- Adjustable toe and ride height
- Forge adjustable rear camber arms
- Powerflex bushes
- Bolt in roll cage
- Ultra robust 6 speed gearbox
- Helix clutch kit
- TTV Lightweight flywheel
- Forge air intake kit
- Scorpion stainless exhaust system
- Mintex brake pads and discs
- Goodridge braided brake caliper hoses
- 15 inch Team Dynamics & Braid wheels
- Goodyear slick and wet tyres
- Orranje Rear wing
- Weight c1110kg with driver

COOPER CLASS SEASON ENTRY:

Full Season Entry including Test Day Entries: £13,950 + VAT

EARLYBIRD DISCOUNT:

Register and pay first stage payment by 29/11/24, with full entry paid by 01/02/25 to receive a £1,000 discount making the entry fee: £12,950 + VAT.

All prices plus VAT at the prevailing rate.



COOPER CALENDAR

For 2025, the MINI CHALLENGE Trophy will again enjoy three race meetings on the TOCA package, supporting the British Touring Car Championship. Three race meetings will be with the BARC, including the second edition of the well received Croft MINI Festival in June and the season finale with the British Truck Racing Championship. One round under the BRSCC banner at Silverstone rounds out the calendar.

12/13 April
SNETTERTON
300



10/11 May
BRANDS HATCH
INDY



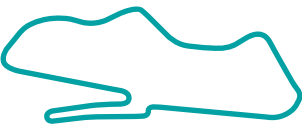
7/8 June
THRUXTON



28/29 June
CROFT



30/31 August
DONINGTON PARK
GP



27/28 September
SILVERSTONE
NATIONAL



1/2 NOVEMBER
BRANDS HATCH
INDY



THE AWARDS

While the overall Championship Titles are the main aim within all three classes, there are a range of other awards on offer in the Vertu MINI CHALLENGE.

The race winner, runner up and third place in each class will be awarded trophies in all races, whilst the overall Vertu MINI CHALLENGE Champion, runner-up and third placed driver in each class will receive end of season trophies.

As well as the overall class championships, points are also awarded towards a number of other titles throughout the season.

The Rookie Cup is awarded to the top newcomer in each class, allowing those new to the Championship the chance to fight for a title of their own whilst getting to grips with new machinery.

For competitors aged 35 or over, points are awarded towards the Directors Cup, meaning drivers of all ages and experience levels have the chance to claim a crown.

An additional title, reserved for the Cooper class only, is the Graduate Cup. This will be awarded to the highest placed driver who has returned for their second season in the Vertu MINI CHALLENGE Trophy Championship.

The winning driver of the Rookie, Graduate and Directors category in each applicable class will be awarded trophies in every race.



MEDIA COVERAGE

As part of the TOCA Support Package, the Vertu MINI CHALLENGE has enjoyed millions of TV viewers through ITV's BTCC coverage along with large crowds returning to race circuits in 2024. This has presented the series to a wealth of new fans, making the championship a powerful marketing platform for teams, drivers and sponsors alike.

14.8 **itv4** MILLION

TV viewers on ITV and ITV4
30+ hours of dedicated TV coverage
27% Female tv audience
ITV's coverage NPS 80.9

386,400

Spectators attended races in 2024

ABC-1 category. Male 60% - Female 40%
85% earn over £30,000 pa
73% aged between 25-54

3   
MILLION

Social media reach in 2024

43,160 combined followers across all social platforms

HOSPITALITY

The Vertu MINI CHALLENGE is able to provide a VIP experience for drivers and their guests through its bespoke, high-quality hospitality unit. Serving breakfast and lunch, as well as a wide variety of drinks throughout the day, the unit provides a hub for drivers and their partners to welcome guests to experience all the action of the Vertu MINI CHALLENGE.





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